

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Arizona Museum of Natural History, 53 N. Macdonald, in the Theater, on Thursday, November 20, 2014.

Members Present:

Dilworth Brinton, Jr.	Karina Wilhelm
Merlin Ellis	Margaret (Peggy) Wilson
Melissa Sue Johnson	Dr. Robbi D. Venditti
Steve McCance	Alyssa Yingling

Members Absent:

Nancy Aposhian
David Dean
Robert Valverde

Staff Present:

Rob Schultz Tom Wilson
Jean Kaminski

Dr. Robbi D. Venditti, Chair, called the meeting to order at 4:00 p.m.

Approval of Minutes

Dr. Robbi D. Venditti, Chair, asked for any corrections/additions to the minutes of September 25. Peggy Wilson noted a misspelling on page 5, sixth paragraph. The word "attending" should be "attended."

Dilworth Brinton, Jr. moved to approve the minutes of September 25, with the corrected spelling; Peggy Wilson seconded, and the Board members present unanimously voted to approve the September 25 minutes. They will be posted on the City's website.

Public Comments: No members of the public were present.

Information: Inform Board of Follow-up to Public Comments from Catherine Ellis at the September 25, 2014, Meeting – Dr. Robbi D. Venditti

Dr. Robbi D. Venditti, Chair, asked Tom Wilson to report on the Museum's communication with Catherine Ellis. Dr. Wilson said that it was unfortunate that when Ms. Ellis came to the Museum to seek help with a photograph, the Museum had just been flooded from a heavy rain storm and staff located in the basement, who handle such requests, had to be relocated elsewhere in the Museum and were busy moving their offices – phones in that area were not working either due to the storm. Once things settled, Museum staff had a phone conversation with Ms. Ellis, sent her a letter, and she was sent the following e-mail:

"I am attaching the form regarding commercial use of our photographic collections. Please read through the "Conditions for Use," fill in the appropriate information, and sign, date, and return it to me. Investigation of our records indicates that the photograph requested, of Catherine Barlow and William Burton (98.48.1190), was donated to our Museum by the Mesa Police Department as an illustration in the paste-up for a document about the history of law enforcement in the City of Mesa. The Arizona Museum of Natural History (AzMNH) holds title to the photograph, and the Mesa Police Department transferred to AzMNH whatever rights it had in the photograph. The Mesa Police Department transferred to AzMNH all rights that it held in the photograph, but we do not know the full range of those rights. As transfer of ownership of a photograph does not necessarily transfer copyright, we do not know who holds copyright to the photograph although AzMNH holds clear title.

The image used in the document was credited to a Robert A. Petrie. AzMNH does not know what rights Mr. Petrie, his heirs or assigns might hold in this photograph. Please be advised, as denoted in the attached "Conditions for Commercial Use," that you will be assuming responsibility for appropriate legal commercial use of the photograph. AzMNH is pleased to waive Commercial Use Fees for this image, and the requested image will be made available to you as a courtesy. When I receive the filled out and signed form, we can make arrangements to get you the image you requested.

I will be out of the office until Wednesday, the 12th of November. If you need to get in touch with me, you can do so after that date. Thank you for your request to use items from our Museum collections. Sincerely, Margaret MacMinn-Barton, Anthropology Collections Manager. . ." (See Exhibit A for the Conditions for Use" forms).

The statement on the Museum's website, "Due to funding constraints, our photographic collections are not currently available," brought up a concern from Karina Wilhelm. She asked what good is having the photographs if they are not available to the public due to copyrights, or for whatever reason? Dr. Wilson said that it really is not a priority of the Museum, due to lack of available staff, to house historic photographs. It is his hope that one day all historic materials will be housed at the Mesa Historical Museum, but until that time, and due to budget cuts in 2009 when the Museum's staff was cut in half, they do what they can to assist the public in requesting historic photographs upon request. Dr. Wilson also

added that they do not like to use volunteers for this duty because it would require special training on how to properly handle these valuable photographs.

Robert Brinton, Jr. echoed Ms. Wilhelm's comment. Mr. Brinton also said that he knows the Petrie family and knows that there are heirs here in town that he could put the Museum in contact with to request copyrights or permission to duplicate the photos Ms. Ellis inquired about. Mr. Brinton would like to discuss further what might be done to make these photographs available to the public. He stated that he was involved in a similar problem with the library years ago and they were able to work out a solution. He and Dr. Wilson will meet at another time to discuss the issue further and report back to the Board.

Dr. Wilson added that the Museum's library is open for anyone to come and look through their collections during regular business hours; Tuesday through Friday, 8:00 – 5:00 p.m.

Staff Reports

i.d.e.a. Museum – Rob Schultz for Sunnee O'Rork

- The Museum has had a huge upswing since they have reopened as the new, successfully branded i.d.e.a. Museum. Membership is up from 1,950 – now at 2,600 (families) and revenue is up significantly as well.
- The Museum's marketing and social media team exceeded their Facebook goal of 15,000 this month, with a reach of 31,884 in October.
- The education team coordinated the "Jeepers Creepers: Bugs in Art" Family Fun Day event in collaboration with the Frank Hasbrouck Insect Collection from the Education and Outreach Department of the School of Life Sciences at ASU, which featured activities and live insects.
- Staff de-installed the Burnaby, BC, Sister City Student Art Exhibition where Burnaby students' work was on exhibit at the i.d.e.a. Museum, and Mesa high school students had their work displayed at the library in Burnaby.
- The Museum Friends Board held an annual retreat.
- New staff started their positions at the Museum: Tarjani Patel (full time finance position); Desiree Adair (full time administration position); and Brian Asdell (part-time exhibition tech position).
- Leeza Forward will retire at the end of December; the Museum is working to find a replacement.
- East Valley Children's Theatre held their annual fundraising event at the i.d.e.a. Museum. In return for use of the venue, East Valley Children's Theatre provides several performances for Museum visitors throughout the year. This is the fourth year for this partnership.
- i.d.e.a. Museum hosted a Mesa Chamber of Commerce event on October 7.
- Sunnee O'Rork attended the Cultural Think Tank meeting in Baltimore, MD, from October 19 – 23. This is a new group created by invitation only through John and Anita Durel of QM2 who oversee the Roundtables for Executives. The group met to discuss Social Entrepreneurship for museums.
- Museum staff submitted a grant proposal to the Super Bowl Host Committee for \$100,000 for the "No Barriers to Learning" fund. The fund provides museum experiences and free access, including busses for Title I schools, in order to give low-income, at-risk, disadvantaged kids, families and those with unique needs an equal chance at creative educational opportunities for a successful future.

Dilworth Brinton, Jr., reported that at the last meeting, Ms. O'Rork distributed free admission passes for Board members present to the Museum. Mr. Brinton gave his passes to two neighborhood families with children. They went, and one family loved it so much, they became members while the other family said they had a great time and want to go again.

Arizona Museum of Natural History – Tom Wilson

- The Museum is working on refurbishing Dinosaur Mountain and has ordered three new animatronic dinosaurs – expected to arrive in six-eight weeks; plants, lighting, and sound will also be added to enhance the interpretation of the mountain.
- A new exhibition, Cretaceous Arizona, will be in the Baja Gallery, and a few more animatronic dinosaurs will be included with that exhibition.
- The Museum received a grant of \$89,000 for Mesa Grande from the Gila River Indian Community for a three year period, which will help bring more Title I students in and help with marketing, education programs, and capital improvements to Mesa Grande. The new curator at Mesa Grande, Dr. Emily Early, PhD, has been instrumental in bringing more school children to the Museum and building programs.
- The Museum opened "Cultures of the Ancient Americas" in the upstairs gallery that features the mint donations the Museum received over the past three years (materials from the Southwest, Mesoamerica, and South America). For the first time, the Museum used electronic labels for this exhibition. The same information is on the Museum's website.

- The Museum is getting a new website and has been working on developing it to be improved and more user friendly.

Dr. Robbi D. Venditti said that she used her smart phone when viewing the new exhibition and was able to view the detailed information that way. She and her friends really enjoyed that.

Karina Wilhelm commented that she took her children during an off day, and loved the exhibition, but had a difficult time getting information on the pieces because of the crowds. Her children were getting impatient, so she wasn't able to get information on the pieces at the kiosks. Tom Wilson said that there are four kiosks where you can find the information, or can access the same information from your smart phone. They are trying this as a pilot and are not putting any printed labels in this exhibition. He appreciated the feedback and said that staff has not had the opportunity to conduct a survey yet or evaluate how it worked with this exhibition, but plan to do so. The idea is to excite kids on receiving information electronically and encourage them to do further research on their own (educational component). Doing this electronically allows the Museum to display more objects and not take up space for printed materials.

Director's Report – Rob Schultz for Cindy Ornstein

Cindy Ornstein prepared a Power Point for the Board, which was copied and distributed to the Board members present. (See PDF file).

- Dia de Los Muertos Festival attendance was approximately 16,000, about 1,000 more visitors over last year. In conjunction with the festival, Mesa Arts Center hosted the Latino Town Hall for the first time. It was a natural partnership and worked well.
- FreeFall Fridays were piloted in September, October and November for a 10 week run on the Alliance Terrace. Each Friday evening the band Ear Candy performed live from 6 – 8 and 9 – 11. Alyssa Yinglang said that at the final performance in November she was not able to find a place to sit. All the chairs were occupied and the benches as well. Mr. Schultz said he will pass along that feedback.
- ArtPlace – Cecil Balmond was selected as the artist and was here in September to meet with different groups for input. In conjunction with that, Daily Tous les Jours were also here in September to meet with different groups to receive input, and ideas to develop a conceptual design for the interactive component of the ArtPlace project.
- Light Rail wraps were installed highlighting three holiday festivals within two weeks to promote these events. Right now Light Rail will take you to the Phoenix Arts Festival and Tempe Festival of Arts, but by next year, people will be able to travel to the Mesa Arts Festival via Light Rail as well.
- Mesa Arts Center's Community Outreach program had 62 events in October reaching numerous kids, students, teachers, and parents.
- Mesa Arts Center Foundation was awarded the Good Governance Grant from Piper Charitable Trust.
- Mesa Arts Center Foundation will host a special fundraiser, "Burning In The Night" on February 6, and their annual gala on February 14, this year titled "A Hearty Arty Affair" featuring Molly Ringwald.
- Zuill Bailey/Classical Music Inside Out received underwriting support from Bill Passey and Maria Silva.
- Creative Catalysts was created through a \$100,000 award from Flinn Foundation; a group of under 40's that will seek to understand what will enhance Mesa as a creative community, generate programs that respond to community desires, and create and package programs to engage the under 40 demographic.
- Museum and Cultural Advisory Board – requested City Council to increase Creative Economy Fund for FY15-16 to \$35,000.
- Looking ahead at strategic planning, and planning for Mesa Arts Center's 10th Anniversary year.

Report on Conferences and/or meetings/Performances Attended: Board Members – Information only

Peggy Wilson reported that she saw a very good production of "King John" presented by Southwest Shakespeare Company. Ms. Wilson is taking a drawing class at Mesa Arts Center and shared some of her work. She said she has taken about six sessions of classes; her work was amazing.

Karina Wilhelm works in ASU's library in map collections. They were giving away maps, with no takers, so they e-mailed the entire fine arts department at ASU and one professor took all they had. She teachers art on paper and gave her students an assignment to create artwork with the maps and presented an exhibition of their work at ASU's Nobel Library. She noted that the work was creative and interesting.

Dr. Robbi D. Venditti brought friends to the Season Kick-off Opening and attended Mesa Contemporary Arts 10 x 10 event. She made a 10 x 10 purchase as well as one of the student's 4 x 4 pieces.

Nancy Aposhian was unable to attend the meeting, but reported via e-mail that she attended the Day of the Dead event at Mesa Arts Center and the opening exhibits at i.d.e.a. Museum and Mesa Contemporary Arts.

Melissa Sue Johnson attended the opening of "Cultures of the Ancient Americas" at the Arizona Museum of Natural History, which was quite crowded. She thoroughly enjoyed it and said it was a wonderful exhibition.

The next scheduled meeting date is January 22, 2015.

There being no further business, the meeting adjourned at 4:59 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Cindy Ornstein".

Cindy Ornstein, Director
Arts and Culture Department

Exhibit A

AZMNH INVOICE
IMAGE REQUEST FOR COMMERCIAL USE

REASON FOR REQUEST

 X Publication Research Other (specify) _____

CONDITIONS FOR USE

- User assumes all responsibility for possible copyright infringement and invasion of privacy arising from the use of any reproductions.
- It is the customer's responsibility to obtain written permission from the donor/photographer to use restricted items from the AZMNH collection. This is required prior to being granted permission to use the image.
- Possession of an AZMNH image does not constitute permission to use, or reproduce, the image.
- Photo reproductions may not be duplicated and resold.
- Photographs may not be published without written permission from AZMNH.
- Photographs for publication, exhibit, or display must credit the AZMNH and include the photo identification number next to the image: "Courtesy of the Arizona Museum of Natural History, photograph number xx-xxx.xxx". AZMNH requires two copies of any publication that includes our photographic material.
- Permission is given to reproduce the specific photographic image(s) for multiple printings of only one publication, one edition and one language. This permission is nonexclusive and nontransferable. Permission to use the image(s) in subsequent editions, revised editions, in different language versions, or different media will be considered only upon separate application.
- The same Commercial Use Fee* will be charged for each additional edition. The same Commercial Use Fee will be charged per edition for language rights other than English.
- The image(s) may not be altered in any way without permission from Arizona Museum of Natural History except to reduce or enlarge to scale.
- Payment of all fees must be made by cash or check at the time of the request.

COMMERCIAL FEES:

Books - under 30,000 _____ @ \$25.00/image TOTAL Waived

Books - over 30,000 _____ @ \$75.00/image TOTAL Waived

Magazines - under 30,000 _____ @ \$25.00/image TOTAL _____

Magazines - over 30,000 _____ @ \$75.00/image TOTAL _____

Advertising, menus, brochures _____ @ \$25.00/image TOTAL _____

Consulting Reports _____ @ \$25.00/image TOTAL _____

Video - Audio - Television-Motion Pictures (including commercials)
_____ @ \$25.00/image-Local
_____ @ \$100.00/image-US
_____ @ \$500.00/image-World TOTAL _____

Public Display - Exhibit _____ @ \$25.00/image
Image Sales (post cards, posters, T-shirts
Calendars, CDs of Museum Images) TOTAL _____

TOTAL \$0.00

I AGREE:

SIGNATURE _____
NAME Catherine H. Ellis
ADDRESS _____
PHONE NUMBER 480-276-9784
DATE _____

MUSEUM REPRESENTATIVE Margaret MacMinn-Barton

Payment of all fees must be made at the time of the request, by cash or check, payable to: Arizona Museum of Natural History, 53 N. Macdonald St., Mesa, AZ 85201, U.S.A.

Payment Received/Begin Processing N/A Date _____
Processing Complete _____ Date _____
Picked up by: _____ Date _____